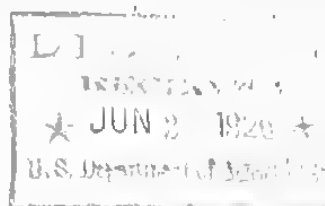


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H. W. GROSCHNER

Napoleon, Ohio

Hardy Chrysanthemum Specialist

STRONG STATEMENTS

Are justified when backed by real facts.

BROAD ASSERTIONS

Are in order, when supported by experience.

EXPERIENCE

Should determine largely "Who is Who" on the Mum situation.

THE MOST SATISFACTORY FALL FLOWER

Of all late garden flowers, Hardy Chrysanthemums are the most satisfactory, being more dependable than cosmos, salvias and dahlias, which are nipped by the first frost. The early varieties are in bloom from early to mid September, followed in early October by the mid-season sorts, and in a few weeks by the later flowering varieties. Coming into bloom when most garden flowers look seedy, they supply fresh cut bloom for the table entertainments and events of all kinds. Also prolonging the display of outdoor flowers until Winter closes the floral garden scene. So it must be perceived that hardy garden chrysanthemums are the standby for the busy person to grow, and desirable inhabitants in even the smallest home grounds, as well as every park and cemetery in the land and every location where flowers can be grown at all. Surely there is no more inspiring garden sight than to see these brave flowers brighten the dull and melancholy days of Autumn and the death of the more tender flowers will not seem quite so depressing. Rather the Queen of the Autumn, by its braving the touch of the Frost King's icy fingers, suggest the unconquerable life of Nature.

IT IS THE LAST FLOWER TO BID SUMMER GOOD BYE

What visions of cheer these gay flowers recall. They bid farewell to Summer, as it turns the corner, and prefer to choose the season of mists and mellow fruitfulness to display their charms. Undaunted when frost has laid low more tender blooms, hardy chrysanthemums continue to gladden the eye as other flowers are on the wane. Little wonder then, that these beautiful subjects, blooming alone, are prized by flower lovers as they brighten the hazy landscape and warm the heart on the increasing chilly days of autumn. Unmindful that winter is approaching, they hasten not, but leisurely bloom on and reserve some of their bright expressions until, on a fatal day, a snowdrift bows them under. It is a floral tragedy; yet a sublime and ennobling spectacle when "The last flower to bid summer good-bye" sacrifices her beauty and perishes at the hands of King Winter. Is it not an illustrated object lesson of Nature for mankind to emulate, to be unflinching and fearless when the Grim Reaper threatens?

THE QUEEN OF AUTUMN FLOWERS

Hardy chrysanthemums are justly entitled to the distinction of possessing the title of Queen of the Autumn flowers on account of their beauty, wide range of colors, long season of bloom and adaptability for outdoor display and decorative use indoors. Notwithstanding this array of facts and arguments for their much wider use and culture they are not seen near as much as their proven merits justify. The fault of this lies largely at the doors of some dealers themselves in being more interested in the new and untested varieties and lauding them to the skies, instead of keeping in the straight and narrow path and offering for sale only worth while sorts and giving these tried and true varieties the most praise to which they, by all rules of the game, are fairly and certainly entitled. By this lack of respect for the pocket books of some people and the earned money of workers the goose that lays the golden egg has become so discouraged that she hesitates and ponders over laying any more. The people have been stung so often in buying collections of so called hardy chrysanthemums that some say "never again" in remembering the collections they once purchased of which only a few now are left and the varieties that were thrown away on account of blooming too late, or were such weak growers and such shy bloomers that they would not be given garden room, but uprooted and thrown out. Having for years tested out a very large number of varieties I feel qualified to speak with a decided opinion and I will go further and claim that there are hardly more than a dozen hardy chrysanthemums offered for sale that are worth growing. These would include, the early, midseason and late varieties, all types and colors. I will make my statements still stronger in saying that it is high time to call a halt to the foisting off of inferior and untested sorts and could make this assertion still stronger. There are no ifs, ands, buts, or exceptions, I know, so leave it go at that. The short sighted policy of listing two or three times as many real tested early varieties is another exhibition of poor business, that cannot be too severely condemned. I will have to be shown that there are as many as a half dozen sorts that are really early that are desirable. So here again some dealers have been caught with the goods in misrepresentation.

THEY HAD NO CHANCE

The autumn of 1925 will be remembered as the Fall without an October. In its place December weather prevailed with freezing and snowstorms. Potatoes froze in the ground and sugar beets could not be dug. Such an extremely early winter simply did not give the later outdoor chrysanthemums a chance. It is not possible for at least another generation for winter to again arrive two months ahead of time. The fact that it was the most severe cold fall ever known is proof positive that it cannot occur again during our time. The worst that can possibly happen for some years to come, is to get December weather in November and a November with December weather condition cannot have much effect on the right kind of outdoor mums, for the reason that an average October will bring them into bloom and if the plants get that far advanced they will keep right on blooming, in protected locations. I trust that all who favored me with their orders last spring will withhold judgment until the coming Fall and then the merits of my tested hardy chrysanthemums will give such confidence that more tested new sorts will be desired that will appear in my 1927 list.

EXPERIENCES WITH HARDY CHRYSANTHEMUMS

Arriving home in the spring of 1917 after the most destructive winter weather ever known to vegetation in this locality, I was concerned over the probably fate of my chrysanthemums. Thanks to the snow and to the drainage my plants had survived. Acclimated hardy mums had proved superiority over the greenhouse stuff. My plants were not divided until the latter part of June, a drouth had set in, but by the first of August soaking rains revived my plants and I decided to run away from my work and take in the sights of the city.

Returning from my vacation early in October, it was necessary to stop in at an estate near Toledo where I experienced my first delightful surprise. Seeing a bouquet of pink chrysanthemums on the library table (loosely arranged and not packed together,) I wondered where such beautiful mums had been procured so early in the season. This mistress of the home related how well the plants had grown that had been purchased of me and how much the flowers on the table that had been picked a week ago, were enjoyed. I could scarcely believe that such beautiful mums were from my plants. Never had I seen Normandie so beautiful, a light shade of rose pink that womenkind dearly loves. Several days before a tea party had been given and my mums excited the entire company. It could hardly be believed that such beautiful mums could be grown outdoors. The initial investment of \$5.00 in a collection of my mums had given value received the first season.

The cake had been eaten and yet was left in the form of plants that next year and thereafter would increase so much that quantities of blooms could be picked for more tea parties or social doings and plenty left for outdoor decoration to brighten the dull fall days and cheer the heart of the passerby. There is no doubt that the tea party was enjoyed more on account of the beautiful mums. They supplied a topic for conversation and the afternoon's pleasure would be remembered for them alone. The success with my hardy mums again illustrated the power of beauty. Such a wonderful impression had been made that I was given an order for extra fine Irises and Peonies to the value of \$135. Such an order during war times would have been very acceptable to many growers.

Arriving home there were more surprises in store for me. Some mums that had been nursed for years had "come back." Some of the gardeners near the Toledo estate became so excited that a delegation came to Napoleon to see my choice mums. Reports came in from a few of the buyers of the previous spring. Detroit reported "Delighted." Quincy, Ill., "Extra Fine." Wooster, Ohio, "Your mums were favorably commented upon." Van Wert, Ohio, "Greatly Enjoyed." St. Louis, Mo., "Beautiful." And so ended the season of 1917. My years of experimenting had been rewarded. My short list of dependable varieties could now be increased. Vesuve had "come back." Quaker Lady was a find. Yellow Normandie proved its value the first season.

MORE EXPERIENCE

While on an inspection tour to view a specialist's collection of hardy chrysanthemums, my attention was called to a glowing mass of red flowers as I gazed through the car window when the interurban stopped at Riga, Michigan. Experience told me that these flowers were chrysanthemums. My trip was unsuccessful, and on my return journey I stopped off at the village of Riga to find out more about such a beautiful outdoor chrysanthemum. It is evident that the Riga Mum is the pride of this hamlet, for it was growing in most home grounds and surrounding farm yards. However, as plentiful as they were I had quite a time getting a "start" of this desirable variety. I tried to purchase a plant of several people, but being a stranger my efforts were in vain. One woman was offered a collection of Irises, some Peonies and the choice, hardy pink Gladys Cranfield, but she would not let loose. Finally I chanced on an elderly lady who was preparing to move to her daughter's home in Detroit. After some conversation a plant was procured. As I was leaving the town with the treasured plant I felt very triumphant, for I had captured "The Pride of Riga."

INDOMITABLE

I was not caught napping observing the very early winter effects of 1925 on my outdoor chrysanthemums, but the experience was turned too good account by discovering the very best late hardy mum for landscape work and outdoor display. Freezing did not injure the foliage but arrested development of the buds which did not open during the rainy period that followed after the wintry weather vanished. An unknown variety still under test came into bloom towards the end of October, and was a beautiful sight way into November. Surely an outdoor chrysanthemum that would bloom after the record breaking abnormal cold autumn of 1925 must eventually win its way into every garden in the land. The great courage and determination and indomitable will of this plant in defying the elements and blooming in spite of every known weather obstacle that could hinder it, proves that it has a vitality and constitution that earns for this sterling variety the name, Indomitable. The very worst early fall weather ever known was no ill wind for me and I think in finding a hardy mum that will not be downed by an early winter again justifies my claim of the utmost in hardy chrysanthemums.

WHY SOME HARDY CHRYSANTHEMUMS NEVER BLOOM

It would be enough to discourage the cultivation of this flower because of the worthless varieties foisted on a confiding public. Even if the variety sold is a good sort, its chances of developing are small because of the methods used in production.

"LISTEN IN"

Time was when hardy chrysanthemums were produced in the good old fashioned way by growing the plants outdoors for a year and dividing and selling these in the Spring. The RIGHT WAY, is too slow, in these modern greedy, avaricious, get rich quick days, so most plants sold today are grown from cuttings under glass and forced into rapid growth by high temperature. This forcing process, often injures the constitution of the plants. Some will not stand the shock of transplanting and will die outright. Others will grow a little and exist until fall, but not being able to mature, will perish the first winter. Some will give some kind of bloom, but a second season will be needed to prove their worth. Life is too short to fritter it away on such uncertain plants.

THE TRUTH

My contention that outdoor grown mums are the only kind worth while is confirmed by one of the largest growers in the country when he says:

"This variety was raised outdoors without ever having been grown in a greenhouse and it is particularly strong and healthy."

Now if this variety is "particularly strong and healthy" because it has always been grown outdoors, why not grow all of them outdoors, and that is what I am doing and for this reason experienced gardeners are buying my outdoor grown acclimated plants in quantities.

COME BACK

It must be apparent to most persons who have tried greenhouse mums to have noticed how much stronger the plants are the second season. The reason for this increased vigor is that on account of being grown for a season in the open air they acquire health and strength, in fact rejuvenated, in other words they have "come back." My plants have all been seasoned, so you save a year's time by buying plants that have "come back" all ready to grow and bloom profusely.

THE QUALITY OF MY STOCK

The plants that I send out are outdoor acclimated plants that have stood the winter. Having had their natural winter rest they are full of pep and aching to grow. After trying outdoor mums you will never want to bother with the sickly, puny and microscopic greenhouse plants.

ALL IS NOT GOLD THAT GLITTERS

Some people are influenced by beautiful catalogs of voluminous proportions with the longest lists of varieties. It is natural to turn to these unknown quantities to make a selection. The beginner, when buying by mail believes the firm offering so many sorts, must be the most progressive. It is easy to rake and scrape together a lot of rubbish, and call that specializing. Take my word for it, that a large number of desirable varieties of hardy mums for general cultivation do not exist. If you want to put your inexperience, against my experience, go ahead. The time will come to your sorrow, when you will remember the old saying: All is not gold that glitters.

USES OF HARDY CHRYSANTHEMUMS

CUT FLOWERS

The varieties listed all have stems long enough for cut flowers, and the quality of the flowers are so beautiful that they have excited the admiration of even the florists. The money that is saved on cut flowers alone, will often pay for the initial investment and you will still have your plants. You can "eat your cake and have it."

LANDSCAPE USE

Very useful to fill up bare spots in perennial beds and open spaces in newly planted shrubbery plantations, remaining there until they crowd. Planted singly or in groups of three, six or more plants, they are thus effective in adding life and gaiety to such plantings. The light colored varieties interplanted between or used as a fringe or edging to evergreen beds causes an effect so beautiful that this arrangement must be seen to be appreciated.

NURSERYMEN

Progressive Nurserymen are always on the alert for outstanding perennials as an investment; for varieties that are tried and true.

If you are undecided to purchase a quantity, why not buy one or more of a kind for your own pleasure? They will increase while you are thinking the matter over.

FLORISTS

Don't compare outdoor mums with indoor varieties.

HISTORY OF MY COLLECTION

More than twenty years ago, I started to collect hardy Mums from everywhere. By purchase or exchange, from perennial specialists, Nurserymen, Florists, hardy gardens and chance discoveries. No stone was left unturned in my quest. Every clue was followed that would possibly lead to something new as to varieties of colors, types and seasons of bloom. Because of my persistency, I feel that my claims are well founded in believing that no other grower offers an equal number of varieties of such real merit as my list offers.

BLOOMING DATES

Can absolutely be relied upon. All varieties, designed as late bloomers are in bloom either before or by October 25th. This is to allow for retarding influences or unfavorable weather. Some beautiful varieties were eliminated because they would not bloom until early in November.

EARLY HARDY MUMS

Regardless of how often some supposed early sorts have proven otherwise, take my word for it, that the three varieties listed are really early and absolutely the best of their color, being the hardiest, free bloomers and strong growth. All bloom in the order listed, from early to mid September. Abnormal cool weather will retard blooming from one to three weeks.

No Early White Sorts. I have yet to find an early pure white Mum that proves satisfactory.

Normandie. Color varies from cream white, to cream pink and light rose pink, according to weather conditions, but always beautiful.

Yellow Normandie. Light, clear, bronzy yellow, admired by everyone.

L'Argauntellis. Chestnut red, ends of petals tipped yellow, giving a beautiful effect.

Price of Early Sorts 25c, 35c, 45c, 60c.

POM POM, BUTTON, or BABY MUMS

Make a special appeal to womankind and the reason should be evident to all. This class has a charm of its own and adds distinction to any collection. Unfortunately the number desirable for general cultivation is limited. The majority of Pompoms are hardy, but this is offset by the number that bloom too late. Other failings are: too similar in color, short stems, some weak growers and poor colors. A few of the newer praised sorts are of variable hardness and medium, too short stemmed. I wish to assure everyone that the sorts offered, are more than first class and will be a delight to flower lovers. Late bloomers.

Pink Dandy. The only Mum retained from a collection of an Eastern Specialist. This variety is well named. They are a dainty pink flower, of good size, free bloomer and strong growth.

Price 25c, 35c, 45c, 60c.

Pride of Riga. When this gem was secured I felt justified to claim one more good reason for the utmost in hardy Mums. The color is a glowing ruby red, admired by all. One of the very best sorts for massing because of strong growth, freedom of bloom and unusual stiff stems.

Price 25c, 35c, 50c, 60c.

SINGLE MUMS

From a score of single varieties purchased everywhere, only one made good. The failings of the discarded sorts being: bloom too late, shy bloomers, small flowers, not hardy, buds that do not open and poor colors. No matter how much trash is offered in other catalogs, do not lose confidence in the sorts I list. All are of such unusual beauty that they cannot be omitted from any collection. All late bloomers.

Alice Howell. A wonderful rich shade of orange yellow, which produces exclamations of delightful surprise from everyone. To see it is to want it.

Price 25c, 35c, 45c, 60c

Quaker Lady. As its name implies, this variety is of rather quaint coloration, bright chamise, unshed pink-reverse of petals is a light wine color, which reflecting through the petals, gives a charming color effect. Beautiful as this variety is in daylight—under artificial light, the color is really wonderful. Such a free bloomer that every stem makes a bouquet. Because of casual stiff stems and great hardness, it is one of the very best Mums for massing. The original clump of this variety was destroyed, and if the plant had not been discovered before this, it would be lost to cultivation. One of the very best finds I ever made.

Price 25c, 30c, 40c, 50c

MEDIUM LATE DOUBLE

Vesuve. The only variety left from a score of Mums; purchased from New Jersey Specialist. This is a typical example of a variety that came back. If I had not nursed it along for years, this gem would be lost to cultivation. It is a clear garnet red flower, of good size, free bloomer and strong growth. Absolutely the most beautiful red mum for garden culture. This magnificent sort wins admiration from everyone. Even Florists admire it.

Price 35c, 50c, 75c, \$1.00

TIME TO PLANT

Chrysanthemums can be planted some time after spring and mid-summer bloomers are set out and yet bloom freely the first season. Only a limited number of plants can be shipped out before mid May, and shipments continue until mid June and all my plants will flower the first year. If it has been forgotten to order in time to insure bloom the first season, I advise planting into July, some plants might bloom and there will be a gain, because all plants will be stronger for the next year.

WHICH VARIETIES TO BUY

Purchase all that can be afforded. The early varieties are a pleasant surprise to many persons. The same can be said of the singles. The pompoms are popular, and the "Old Fashioned" are the best known of all.

SAFETY FIRST

Your duty is to prevent waste and disappointment

Stick to some of the old timers that hold their own against most of the new comers.

Buy your plants from a specialist who has made some sense out of the mum situation.

Buy of a leader, not a follower.

Purchase acclimated plants.

Worth-while varieties.

Tested new sorts.

THE LARGE COLLECTION OBSESSION

What is gained after purchasing a large collection of untested outdoor mums—at a seeming big bargain! Then after they have taken up valuable space for several years, you find a number would not stand the Winter, and of the plants remaining, a number are worthless, because they bloom too late, shy bloomers, weak growers and none bloomers.

ANOTHER REASON

Because of similarity of color, a number of mums listed in other catalogs will not be found in my select list. Beginners, when buying collections, always find out too late, that more or less of the varieties are alike.

A RAY OF SUNSHINE

Some of the gloom during the abnormal fall of 1925 was dispelled by the following good news from far away Oregon.

The Dallas, Ore., Nov. 1st, 1925

Your hardy chysanthemums bloomed fine. Yellow Normandie was a beautiful early. Vesuve a very handsome velvety red, perfectly double, long petals. Alice Howell was a very beautiful bronze.

OLD FASHIONED HARDY DOUBLE MUMS

Called old fashioned because these varieties are growing in some old time gardens. If I were limited to one class, these would be my selection because the later sorts are appreciated most of all. They bloom from late October, until freezing weather. They are the Glory of the Autumn.

Snowdrift. (Syn. Arctic). As its name implies, snow white. Florists admire this variety because of its chastity and fine form. Absolutely the finest white Mum for outdoors. Strong growth, and blooms freely over a long season until covered by snowdrifts—which suggests its name.

Homestead. Light salmon mauve pink of a beautiful shade. Extra fine under artificial light. Occasionally a flower comes single, which adds to its charm.

Indian. Indian Red, not as beautiful as Vesuvius, but under artificial light its color is fine. Admired at flower shows.

Goblen Queen. Goblen Yellow, probably the most desirable color in late autumn.

Majesta Queen. Bright majesta crimson, more beautiful when associated with white or yellow sorts. After frost touches the flowers they assume a pinkish hue that is very beautiful. Fine under artificial light.

Price of all old fashioned sorts, 25c, 35c, 45c, 60c

EXPLANATION OF SIZES

1st size. Rooted runners or single stem divisions. Even tho they are small they are much better than rooted cuttings and pot plants. This size is offered to the quantity buyer.

2nd size. First size divisions that have been transplanted and grown a month and will give better results than first size.

3rd size. Are a selection of the largest transplanted divisions, some have two or more stems and will give more bloom than the two preceding sizes.

4th size. This is a medium size field grown clump and will give the most bloom, therefore the most satisfactory.

WHICH SIZE TO BUY

By all means purchase the larger size, as large as can be afforded.

QUANTITY PRICES

| | |
|--------------------------|--------------------------|
| 25c each \$2.50 per doz. | 50c each \$5.00 per doz. |
| 35c each 3.50 per doz. | 60c each 6.00 per doz. |
| 45c each 4.50 per doz. | 75c each 7.50 per doz. |

One of a variety can be selected. 6 at doz. rate.

POSTAGE

Orders accepted on following conditions.

Orders less than \$1.50, 25c extra for postage. \$1.50 to \$2.00, 20c extra for postage. \$3.00 orders, 15c extra for postage. \$4.00 orders, 20c extra for postage. \$5.00 and above 25c for postage.

Large orders for large size plants are best shipped by express, also very large orders for small sizes.

NOTICE

The sizes of plants for a given price are plainly and clearly specified. Every year some people order first size and apparently expected second size, or ordered second size and expected third or even fourth size.

PRICES

It requires a year to grow my stock of outdoor plants, so it is obvious that they cannot be sold for the same as greenhouse plants, which are forced for selling. No wise buyer will, for a moment, compare my tested acclimated plants with the uncertain hothouse kind. Don't be a "Pinchpenny."

SUBSTITUTION

NEVER! Enough said.

INSURANCE

It is my experience that shipments always arrive. If in doubt, remit 5c for insurance.

BUSINESS TERMS

Cash with orders, except those who are known to me, or can give a first-class business reference.

PRACTICAL CULTURAL INSTRUCTIONS

Although hardy Mums are as easy to grow as weeds, to have greatest success, some rules should be followed, such as location, soil, moisture and winter protection. My cultural instructions, are the result of years of experience and research. So far in advance of all others, that they are in a class by themselves. Plainly written, no technical terms, easy to understand, and are free with all orders. Others desiring same can obtain copies for 25c. If hardy mums have been purchased for this season, I strongly advise a copy of my "Up-to-the-Minute Hints." Full of something new and interesting. Is it worth a quarter to be assured of more success with your plants.

WIN THE PRIZE

By exhibiting my hardy Mums at your Fall Flowers Show.



PINK—GLADYS CRANFIELD

An Acquisition

The New Dianthus (Pink) Miss Gladys Cranfield.

The finest of all hardy pinks is the culmination of trying to get something better than the ordinary, for it is the best variety that I have ever seen and tried. This gem was imported during the war at an expense of \$5.00 for carriage charges and I think that my price for such an acquisition is moderate indeed. It is very hardy, has larger flowers than any other, a free bloomer, very fragrant and the color is an exquisite light rose-pink.

1 year field clumps that will bloom freely, 75c, \$7.50 a doz. Postage 15c each.

Blooming size plants 50c, \$5.00 a doz. Postage 10c.

Small plants 35c, \$3.50 a doz. Postage 8c.

6 of any size at dozen rates.

The finest single Pink yet introduced, immense well formed flowers, richly colored, fragrant, and when established will produce hundreds of flowers which are invaluable for cutting, as every bud will open in winter.—*Introducers Description.*

Fruit & Flower Trade Journal—"I was struck by a superb new single Dianthus (Pink), Miss Gladys Cranfield, exhibited by Mr. Amos Perry, who has given us so many wonderful new plants, and I know I am making no mistake when I pronounce it to be one of the finest market plants (for cutting), that I have seen for a long time."

Gardeners Magazine—"This charming single Pink has fringed rose-pink flowers with a deep crimson center, it is particularly free flowering."

MORE OBSERVATIONS

This pink is so conspicuous that it can be seen from the roadway. Flowers are more than twice the size of any of the other pinks. Its beauty is so great that people buy cut blooms and plants on sight. Some have purchased flowers and plants in bloom for a Mothers' Day remembrance, for this occasion it cannot be excelled. Tourists stop to admire and buy. The ladies "just love it." This pink can be visualized by comparing its color with the gladiola, Mrs. Frank Penileton. "Ablashing, striking, compelling beauty, that makes you stop and admire."